

Senior Cycle

SEP Business Report Template

(Note: Appendices in graphic/visual format are not included in 6 page limit.

Appendices limited to 6 pages)



Section 1: Executive Summary

*Include:*

* *Name of student enterprise*
* *Outline business idea in detail*
* *Outline what was innovative about your product/service or how you ran your business*

Section 2: Market Research

*Include:*

* *Outline who your customers are and how you identified them.*
* *What types of market research did you carry out and what were the findings (use graphs and charts)?*
* *How did you make changes to your product/service due to market research findings?*
* *Discuss how you identified your competitors and who they are.*
* *How did you compete with your competitors? What is your Unique Selling Point (USP)?*

Section 3: Production/Service Provision

*Include:*

* *Describe in detail, using photos/sketches, the production process in case of a product and the provision of a service if involved in the service industry. (Include any photos/sketches in appendices)*
* *Describe what research you did into your product/service choice.*
* *Outline what research, if any, you did on intellectual property to ensure you did not infringe on anyone else’s rights and that your intellectual property was protected. (Please note intellectual property may not apply to all businesses)*
* *Outline what risk assessment you carried out and how you planned to minimise risks identified.*
* *Discuss obstacles you encountered and how you overcame them.*

Section 4: Marketing & Promotion

*Include:*

* *Outline in detail how you promoted your product both inside and outside school.*
* *If you used social media for business promotion, discuss.*

Section 5: Finances & Pricing

*Include:*

* *Outline where you got your start-up capital from*
* *Cashflow Forecast/Cash Budget (Here you document the amount of money that you estimate will move in and out of your business. Detail what you think your income and expenses will be)*
* *Cashflow Statement (Actual) (Here you document the amount of money that actually moved in and out of your business)*
* *Profit and Loss Account/Income Statement*
* *How did you come up with your pricing?*
* *Price per unit*
* *Stock on hand and orders pre-paid*

*Note: please use charts/graphs in this section. Please ensure that it is made very clear what figures are ‘forecasted’ sales and what figures are ‘actual’ sales.*

Section 6: Adaptability to Working in the COVID-19 Era/Personal Development

***Adaptability to working in COVID-19 Era:***

* *Outline how you had to adapt your business over the course of running your mini company to deal with COVID-19 restrictions/obstacles/challenges.*
* *This can relate to how you adapted your sales strategy, customer service policy, market research, marketing, production etc….*

***Personal Development:***

* *Outline how you worked as a team (if applicable) or how you worked on the project as an individual.*
* *Outline how you overcame difficulties.*
* *Discuss what you learned while running the business and what skills you developed.*
* *Will you continue trading? Discuss future business plans.*
* *What is best advice you were given?*
* *What is the single biggest lesson you learned?*